1   1. A television program profile interface having a

2   multiplicity of axes, comprising:

3   a television viewer profile represented by weighted

4   viewer preferences that proportionately change with

5   respect to at least one of a multiplicity of axes.

1   2. The television program profile interface in

2   accordance with claim 1, wherein one of said axes comprises

3   time.

1   3. The television program profile interface in

2   accordance with claim 1, wherein said weighted viewer

3   preferences are represented by bar graphs.

1   4. The television program profile interface in

2   accordance with claim 2, wherein said weighted viewer

3   preferences are represented by bar graphs.

1   5.   The television program profile interface in

2   accordance with claim 1, wherein said weighted viewer

3   preferences are viewer modifiable.

1   6.   The television program profile interface in

2   accordance with claim 1, further comprising means for viewer

3   interaction.

1   7.   An interactive, television program profile interface,

2   comprising:

3   television viewer profile represented by weighted

4   viewer preferences in graphical form including a

5   plurality of bar graphs, said bar graphs being

6   viewer changeable.

1   8.   The interactive, television program profile interface

2   in accordance with claim 7, further comprising a multiplicity

3   of axes.

1   9.   The interactive, television program profile interface

2   in accordance with claim 8, wherein one of said multiplicity

3   of axes comprises a time axis.

1   10.   The interactive, television program profile

2   interface in accordance with claim 9, wherein said weighted

3   viewer preferences are proportionately changeable with respect

4   to said time axis.

1   11.   A method of using a television viewer profile

2   interface, comprising the steps of:

3   a)   providing a television viewer profile that

4   changes with time; and

5   b)   modifying said television viewer profile by

6   traversing a time axis.

1   12. A method of using a television viewer profile

2   interface, comprising the steps of:

3   a) providing a television viewer profile that

4   changes with time; and

5   b) modifying said television viewer profile by

6   viewer interaction.